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STATE of MAINE PUBLICITY BUREAU

Annual Report
1928



Presented at the
SEVENTH ANNUAL MEETING
Chamber of Commerce, Bangor
December 5, 1928

Headquarters State of Maine Publicity Bureau
Longfellow Square, Portland, Maine

MAY 16 1932

REPORT

Presented by the Manager at the Annual Meeting, Wednesday, December 5, 1928



The year 1928, which is fast drawing to a close, has been most satisfactory in the operation of the State of Maine Publicity Bureau, both in the volume of business handled and in a financial way.

The first business of 1928 considered by this Bureau was the sessions of its Publicity and Advertising Committee with the H. K. McCann Company, the New York advertising agency that handled the advertising account for the State through the Maine Development Commission, which is the authorized body to spend the \$50,000 a year, appropriated by the Legislature, in advertising the State of Maine. Several sessions were held with the representative of the Advertising Agency and a plan worked out, based on records of results since the advertising of the State as a whole was started in 1922, when the Maine Publicity Bureau was organized for that purpose. The plans as finally arrived at were then submitted to the Maine Development Commission for their approval and the appropriation of the money from the legislative funds.

It was decided to start the advertising early in March, which was about a month earlier than in 1927. That this was good judgment is shown by the fact that we have received since the advertising started 23,976 letters, as against 14,548 in 1927, asking about the State of Maine and where to go for a satisfactory vacation, as well as inquiries regarding summer property to be purchased and various inquiries regarding industry and agriculture which were referred to the State Chamber of Commerce, the Associated Industries, the Department of Agriculture, the Industrial Department of the railroads, local Chambers of Commerce and similar organizations. Each inquiry received was given a reply in the form of a letter and literature describing the State, supplied us by the Maine Development Commission and also our "Hotel, Camp and

Farm Board" booklet, the three folders: Cottages for Rent, Motor Camping in Maine, and Recommended Farm Board which are compiled and paid for by us. These letters invited further correspondence on any particular phase of vacation and it was very gratifying to note the number of people who took advantage of these suggestions and wrote us in full detail of just what they wanted to find.

To make it easier for them to reply to our original letter a printed postcard was enclosed for them to fill out, telling the tentative date of their proposed visit to Maine, how many were in the party, whether they were to travel by automobile, train or boat, how much they had in mind to pay for board, and whether at a hotel, adult camp, farm, or rented cottage, whether at the seashore or inland. There were spaces for them to check notating special recreational desires and then blank space for special information wanted.

At our main office in Longfellow Square in Portland from June 18 to September 4, 28,306 parties registered asking information, as compared with 27,320 for the same period in 1927. This does not indicate the total number of people, as we register and record each party as a party and not each individual in the party. For example: a man and his wife is registered as one, a party of three or a party of five would be registered as one, as would also single inquiries. It is safe to say that twice this number or about 55,000 people were thus served by us.

The largest single day was August 20 with 732 visitors registered. While the records show that there were only about 1,000 persons more served at our main office than during the same period last year, it is not a true indication of the increase in tourist travel over last year. An analysis of conditions indicate the two following reasons why the number of callers did not show a much greater increase than one thousand:

First, our advertising started earlier, which enabled us to have complete correspondence and through two or more letters full information was given. Advance information thus given was so complete that they could make all their plans and proceed to their destination without the

necessity of calling at our office for checking up purposes on their way through Portland.

The second reason is the successful operation and increased use of our Branch Bureaus, particularly at Kittery where people receive information which they might otherwise have obtained at our main office in Portland.

These factors resulted in relieving the congestion at our main office during the busy season.

Our registration of out-of-State cars going east through Longfellow Square showed a total of 43,470 from July 1 to September 4, as compared with 40,253 for 1927 a gain of 3,217. Every State in the Union and seventeen foreign provinces or countries were represented.

In order to check the possible trend of travel through Portland via St. John and Dartmouth Streets and the Baxter Boulevard or via St. John Street and Deering Oaks, in other words, around the Western outskirts of the city instead of through the city proper, we stationed a boy at the West End Hotel opposite Union Station, and his checking indicated that during July and August, 6,369 cars went east via St. John and Dartmouth Streets and Baxter Boulevard, or through Deering Oaks, and 9,436 via St. John Street and Congress Street which brought them into the center of the city.

Other figures which show the trend of tourist travel are as follows: Automobiles from Maine to Canada, to September 30 each year, showed via the Jackman gateway for 1927, 30,926 which are for cars going into and coming from Canada: for 1928, 22,989 which was for cars coming from Canada into Maine, no record being kept of those going into Canada. Customs officials estimate that cars going into Canada is about 70% of those coming from Canada, which would make about 38,000 cars each way as compared with 30,926. Through the Calais—St. Stephen gateway from Maine into New Brunswick there were 8,812 in 1927 and 10,062 in 1928: through Richmond Road, which is the gateway for travel via Houlton and Woodstock from Maine into New Brunswick, there were 3,801 for 1927, and 6,276 for 1928: via the Edmundston gateway from Maine into Quebec there were 545 for 1927 and 709 for 1928.

In order that we might get some idea of the extent of the so-called "tin can tourists" or camping out travel, in connection with the record of cars passing through Longfellow Square going east as shown above, we made a check mark indicating those carrying camping outfits and this showed less than 2% of the total.

We distributed 139,995 pieces of literature in 1928 as compared with 127,306 in 1927.

We again maintained our branch office at Kittery through the months of July and August, and returns show 4,548 parties registered for 1928, as compared with 2,698 in 1927. The increase is largely due to the erection of a banner on the Kittery-Portsmouth bridge, through the courtesy of the State Highway Department, indicating the location of the Branch Office. Perhaps this would be the proper place for me to say that we have had the utmost cooperation by the State Highway Commission and the personnel of the State Highway Department in Augusta in keeping us posted on road conditions as they changed from week to week, particularly during the spring season and also investigating any complaints which we had of conditions which developed at various points on the State Highway system. Prompt investigation was made of the complaints and the remedy applied where possible, which not only satisfied the tourists who later traveled over that section of the highway but gave us a chance to write the complainant stating that the condition which they complained of had had immediate attention by the State Highway Department.

Representatives of the Bureau have attended various conferences having a bearing on our work both in Maine and outside the State. Among them were the Recreational Conference of the New England Council held at Burlington, Vermont in May; the Economic Conference of the Maine Development Commission held at Bangor in May; and the Conference of the New England Council held in Portland in November.

We have given the usual number of talks on the work of this Bureau to clubs and community groups. We have also broadcast over the radio stories of our work and of the attractions of Maine, in connection with which the Manager of the New Hampshire Publicity Bureau stated

to us recently that some of the members of his organization had heard one of our radio talks and were much impressed by its value.

For the past two years your Manager has been gradually getting together representative motion picture films of the 16mm or so-called amateur size which can be projected in any hall because they are non-inflamable. And because he foresaw the increased use of motion picture cameras and it was his belief that before many years about as many people would be running around with a motion picture camera as are now seen with the ever-present Kodak, and by establishing an exchange of films a great deal of free advertising could be obtained for the State.

We now have six very satisfactory films. Two of them are made up of scenic views, together with agricultural and industrial subjects including harvesting the blueberry in Washington County: picking potatoes in Aroostook County: the sardine industry at Eastport; the lobster industry at Hancock; the lime and cement industry at Rockland and Rockport, Kendall's sheep farm at Bowdoinham and other subjects. Another film is "Climbing Mount Katahdin," another one shows the winter sports carnival at Rumford and general winter recreation at Bethel, the dog team races at Poland Spring and then takes the audience for a trip through the various stages of a lumbering operation in the Maine woods in winter. Another shows fishing scenes in the Jackman, Lake Parlin Country and the 40 mile bow trip from Jackman secured through the courtesy of Mr. Hiram Percy Maxim, President of the Amateur Cinema League. Another film, which is perhaps the star of the lot, is "Canoeing the West Branch of the Penobscot" which shows a camping trip through the Mount Katahdin country and introduces several very remarkable shots of live deer, moose and other creatures of the forests and a remarkable forest fire scene introduced as propaganda on forest protection. This film and the one of lumbering were obtained through the cooperation and courtesy of Mr. F. A. Gilbert, General Manager of the Sprucewood Department of the Great Northern Paper Company who very kindly allowed your Manager to have the small size print made from the standard film which the manager helped direct when he

was working with the Great Northern Paper Company after the World War.

This latter film has established such a reputation that a retired lumberman from Seattle, Washington, whose wife came from Newport, Maine and who is an amateur moving picture fan, was so impressed with the showing of the film, that he asked that he might buy a duplicate print of it, which he did last summer. He afterwards wrote your Manager that he had shown it to Shrine Clubs in the principal cities in his trip from the Atlantic to the Pacific and that he would also show it at Rotary Clubs, as he was a Rotarian, in many of the Pacific Coast cities, as he regarded it as one of the most remarkable films he had ever seen.

A film, now in process of assemblage, shows the Allegash Canoe Trip.

Through correspondence with people who have used a motion picture camera in Maine this summer and whose name and address was furnished by hotel or camp proprietors, an exchange of films has been arranged so that during the winter our Maine films will be shown before groups of various kinds in the cities of the eastern section of the United States. A letter received only last week from the President of the Brooklyn, New York, Chapter of the Isaac Walton League stated that if we would send our films to him he would guarantee a showing to at least ten thousand sportsmen. This is a branch of publicity work which may well have further serious attention.

We made a contract with a clergyman in Eagle Grove, Iowa who spent the season of 1927 in the Maine woods with a moving picture camera, and also with professional and business men in three different cities in New England, one in New York State and one in Newark, N. J. for an exchange of films so that they can use them in a lecture course which they are giving in their own and neighboring States.

We have recently received a letter from ex-Governor Carl E. Milliken, now secretary of the Motion Picture Producers and Distributors of America, suggesting a conference to see wherein he might suggest possible practical means of securing a much wider circulation for these films.

Photographs have been loaned by us for exhibits outside of the State, one lot in particular having been sent to the Morris Plan Bank of New York City for a window display which has been on exhibit in that city the greater part of the summer.

The usual number of stories or articles have been written and sent out to magazines and newspapers, or material furnished for others to use.

We have cooperated on the billboard nuisance, particularly referring to the small unsightly signs displayed by individuals advertising "hot dogs," "crab sandwiches," "overnight accommodations" and other offerings, rather than against the large commercialized signs which it is felt by us should be restricted in open spaces but allowed in commercial centers. An article which recently appeared in the "Saturday Evening Post", written by Kenneth L. Roberts who has a summer home at Kennebunk Beach, quoted unfavorable comments on this subject received by us through letters and questionnaire replies from tourists which were shown him during a call at our office.

We were very glad of the opportunity to cooperate with the Maine Automobile Association in arranging the tour of Maine by the American Automobile Association Executives, also with the Portland Chamber of Commerce in connection with conferences held in Portland.

The co-operation between this organization and the State Chamber of Commerce, Associated Industries, the State Department of Agriculture, Fish & Game and Forestry, the office of the Secretary of State, and the Executive Secretary of the Maine Development Commission has been an important factor in the elimination of the duplication of service work.

Throughout the year we have referred to these organizations, requests which we have received for literature not covered by that received from them, and for information of specific nature along agricultural and industrial lines.

We have not attempted to handle work which they could best do, and they in turn have cooperated with us in like manner.

Because of this, all of the work which develops from the State advertising is handled in the

most efficient way, with practically no lost motion nor duplication.

One feature of our work which we think is particularly valuable, and may not have been properly understood by different communities, is the use of our display windows in Longfellow Square, Portland, for community exhibits. We offer these each season through Chambers of Commerce and through our Directors, the space being given without charge and entails only the cost of putting up the exhibit. Those taking advantage of this opportunity this year were: Auburn Chamber of Commerce, Farmington Chamber of Commerce, The Portland Motor Boat Regatta, Boothbay Harbor, Maine Central Railroad, Casco Bay Lines, New England Tel. & Tel. Company, the Ault Williamson Shoe Company. A Maine Authors Exhibit was also arranged by us through the cooperation of the publishers and Messrs. Loring, Short and Harmon of Portland. Inasmuch as hundreds of tourists are constantly passing our office every day throughout the summer season, it seems to us that this is an opportunity well worth considering.

We are very much interested to note that visitors asked this year for our Tourist Membership Card which we issued for the first time last season. The card is filled out in the name of the tourist and entitles the bearer and party to all the privileges of this organization and commends them to the careful attention of road, hotel, resort and transportation interests, and to affiliated organizations such as the Maine Hotel Association, the Maine Automobile Association and the Maine Pharmaceutical Association. Several people who had these cards in 1927 sent for the issue of 1928 saying that the showing of the card wherever presented, brought them courteous attention.

Your President, Mr. Hiram W. Ricker, was curious to know how many out-of-State cars were parked on Congress street, Portland, during certain hours of the day. He, therefore, arranged for a reliable man to walk from the Falmouth Hotel on Middle Street to Longfellow Square, going up one side of Congress Street and down the other, at the hours of 10.00 a. m., 1.00 p. m. and 2.30 p. m. for the six week days of August 9 to the 15, and count the number of out-of-State

cars parked at the curbing in which there were no people or where the chauffeur or driver alone was sitting, indicating that the balance of the party were shopping, lunching or otherwise engaged. The man's instructions were to count no moving cars, no cars with more than one person therein, no cars except those from out of the State, to get the name of the State from which they came.

This record showed 2,045 cars with 18 to 27 different States represented each day. Considering the parking rules and the shifting of tourist attention from place to place, the widespread ownership of these cars was sufficient to prove our contention that advertising the State does bring money into the stores of cities and towns. Bearing in mind that this record shows but a single week's check up in only one city in Maine, it would be interesting if other cities another season would make a check up and report to us the results.

Through the courtesy of Harry A. Chapman of the Bangor House, we have continued to maintain our branch office in that hotel. Mr. Chapman has been one of the most consistent supporters of our work. He was the first person to volunteer a subscription to the Maine Publicity when it was formed in January 1922 at which time he slid a piece of paper into Mr. Ricker's hand, when a discussion of the possibilities of forming the Bureau was going on. On this piece of paper was written "You can put me down for a subscription for \$1,000". Would that we had more Harry Chapmans in the State of Maine. We have had a great many very favorable comments on the service given by our branch Bureau in the office of the Bangor House.

Our Director, Mr. Charles H. Fogg of Houlton, has as usual maintained a Branch Bureau in the office of the Houlton Times without cost to us.

We reopened the Calais office this year in the St. Croix Hotel and registered 745 callers during the month of August.

We have had many compliments from parties outside as well as within the State on our pamphlet issued last year titled "It Pays to Advertise," which carried a brief story of the Bureau and a summary of our statistical information, showing very definitely that the tourist business

IS an industry, and summarizing what Maine gets yearly from the summer tourist.

"Western Advertising," published in San Francisco, California, which is the advertising man's bible for the western States, published an article taken from the pamphlet, and "Printer's Ink" in one of its September issues, stated that the Denver Tourist Bureau and the Maine Publicity Bureau are the two outstanding tourist information organizations in this country.

In an article written by your Manager, which was recently published in the "Hotel and Travel News" of Boston, mention was made of the survey made by the American Hotel Association showing that the visitor's dollar is spent as follows: hotels 23 per cent; restaurants 18 per cent; retail stores 31 per cent; garages 10 per cent; theatres 8 per cent; miscellaneous 10 per cent. It should also be borne in mind that the dollar received by the hotel is further expended as follows: Salaries and wages 31.00 per cent; food, beverages, cigars, etc. 19.50 per cent; sundry expenditures 23.50 per cent; depreciation 7.50 per cent; taxes and fire insurance 6.50 per cent; available for interest and return on capital 12.00 per cent.

The money distributed through these various channels is in turn distributed through other channels so that eventually, as Mr. Hoover has well said, everybody benefits, from the capitalist to the hotel porter.

California places her tourist industry as second in that State. Oil comes first with a business of \$170,000,000 a year; tourists second with \$160,000,000, and it should be borne in mind that 100 per cent of this is new money; moving picture industry third with \$132,000,000, and citrus fourth with \$120,000,000, these figures being from Government reports. These facts further prove that the tourist business IS an industry. This fact has become so firmly seated in the minds of the business men of California that the All Year Club of California, located in Los Angeles, is going out to raise \$450,000 for advertising for 1929 and they expect to raise every cent of this by mail solicitation, as business organizations of all character in Los Angeles and other southern California cities now place a stated amount in their annual budget to be sub-

scribed to that organization.

In September this Bureau cooperated with the Maine Development Commission in a booth at the Eastern States Exposition, 155,108 persons visited the Maine Building during the week of the Exposition and our representative gave out 31,111 pieces of Maine literature and answered many requests for information, both for fall hunting and for 1929 vacations.

Recently a good-will tour of the eastern section of the State has been made by Miss Dresser, our Assistant Treasurer, and Miss Stevens of our Kittery Branch, also trips in the western part of the State by Miss Dresser and Mrs. Marsh of our personnel.

Indications of an increase in summer business in most sections of the State during the past season are at hand and we are particularly gratified to note that the Bangor Chamber of Commerce shows more than double the number by traffic count of 1928 over 1927.

It may be of interest for you to know that we have a regular office personnel of five people including your Manager. This is increased during the rush season to twelve or fifteen people,—extra stenographers and mailing clerks during the spring advertising campaign, and extra clerks in the Information Bureau in our main office in Portland during the summer months. This does not include the personnel of branch Bureaus, which numbers five making a total of 22 to 25 people in our various offices.

I am requested by your Treasurer, Mr. Ralph G. Libby, to give a general report for him, as a detailed report cannot be compiled until our fiscal year closes December 31, 1928 and books audited by Jordan and Jordan, certified public accountants, as is done each year. Mr. Libby is very glad to report that indications are that we will close the year with all bills and loans paid, and it is particularly gratifying to note that since January 1, 1924 we have wiped out an indebtedness of \$13,000 and charged off approximately \$7,500 of subscriptions that could not be collected for one reason or another.

Your Manager would be remiss in his duty did he not refer to the great assistance rendered him during the year by your President, Mr. Hiram W. Ricker, and every member of the

Executive Committee. They have been ready at all times to assist in the work, have attended many meetings—many times at inconvenience and considerable expense to themselves; they have been very free in giving of their valuable time and their money to the proper guidance and administration of this organization.

I also desire to express my appreciation of the excellent service of your Treasurer, Mr. Ralph G. Libby, who has served without pay and has given much of his time in keeping thoroughly informed of our financial condition: He has examined and O.K.'d every bill, every payroll and all operating and incidental expenses so that no money has been collected or paid out without his full knowledge and approval. Every check issued shows on the margin the purpose for which it is drawn before it receives the signature of your Treasurer. We are particularly fortunate in having a man of Mr. Libby's recognized business integrity to handle the finances of this organization.

Respectfully submitted,

HARRIE B. COE,

General Secretary

RESOLUTIONS

A resolution was introduced by Chairman Frank D. Marshall which was unanimously adopted, and the Secretary instructed that it be made a part of his report and the records of the meeting.

RESOLUTION

Almost invariably civic movements, like business enterprises, are conceived and initiated by some one person. As time goes on and a movement develops and its work is shared in by others, the initiator with becoming modesty frequently obscures his identity in the working group. Few buildings, however useful and admirable, bear the name plate of the architect. The State of Maine has been fortunate in having a citizen who not only conceived, but by his convincing enthusiasm, likeableness and resources, has brought together busy men from varying walks of life into several organized movements to protect and advance in a broad way the ma-

terial welfare of the State, and to bring its resources and advantages to the attention of the country. With all due allowance for mistakes inseparable to pioneers, these enterprises have taken root, demonstrated their value, and are today approved and supported by the people of the State. To the vision and initiative of Hiram W. Ricker, more than to any other man, is due the inception and success of this endeavor. Be it therefore

RESOLVED: That this meeting extend to Mr. Ricker an expression of appreciation, joined in by many citizens throughout the State, for the many days in many years, both at home and in distant places, he has freely given of his ability, time and energy to maintain and advance the prosperity of the State of Maine. May his activities and counsel long continue.

FINANCIAL STATEMENT, 1928

Cash on hand January 1, 1928	\$ 394.38
Cash Rec'd from 1928 subscriptions	12,810.50
Cash Rec'd from subscriptions prior to 1928	1,090.00
Cash Rec'd from 1929 subscriptions	95.00
Cash Rec'd from Joint Budget Campaign	11,200.00
Cash Rec'd from Maine Development Commission	1,875.77
Cost of Publicity Director M. D. C. for month of Jan. 1928 financed by M. P. B.	244.34
Expense at Ea. St. Ex.	160.51
On 1928 Postage bill	1,470.92
	<u>\$1,875.77</u>
Cash Rec'd from Miscellaneous sources	178.18
Total	<u>27,643.83</u>
Total Cash Expended	<u>26,229.29</u>
Balance January 1, 1929	\$1,414.54

RECAPITULATION

Salaries: Officials, Year	1928	1928
Round Office Force, BUDGET		SPENT
Extra Summer Force	11,710.00	11,845.72
Field Sec. (Bal. 1925-26 Salary and Com)		885.98
Travelling Expenses	1,200.00	1,064.07
Postage	1,500.00	1,657.07
Rent	3,120.00	3,120.00
Stationery, Supplies, Misc		
Office Expense	2,365.00	2,553.38
Stationery	314.23	
Telephone	708.56	
Light	54.34	
Janitor	314.36	
Newspapers and		
Magazines	127.80	
Office Supplies	155.36	
Misc.	878.73	
	<u>\$2,553.38</u>	
Office Equipment	100.00	108.34
Branch Bureaus	1,350.00	969.88
Eastern States Exposition		
(Refunded see above)	350.00	160.51
Printing and Multigraphing	1,910.00	1,432.46
Bills Payable for 1926-1927	1,689.85	1,692.35
Contingent Fund	1,000.00	739.53
Totals	<u>26,294.85</u>	<u>26,229.29</u>

Signed: RALPH G. LIBBY, Treasurer.

Signed: AGNES E. DRESSER, Ass't Treas.

Our accounts are audited by Jordan & Jordan. Accountants

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